

- Waldo Abbot - Handbook of Broadcasting (\$5.00) (McGraw-Hill)
 Albert Crews - Radio Prod. Direction (Houghton-Mifflin)
 Eric Barnouw - Radio Prod. Handbook (elementary) (D. C. Heath)
 " " - Handbk. of Radio Writing (Little, Brown, + Co.)
 Chester + Garrison - Fund. of Radio + Television (Appleton - Century)

H

[IBS]

possibility of advertising because of excess profits tax.

1945 recommendation for licensed engineer (Ltd. radio telephone op.)

no FCC inspection unless complained about.

free consultation on radiations or technical

→ laws will be no different for non-IBS stations.

IBS acts as agents for national advertising agencies.

Advantages -

have an org to stimulate activity

basis of solidarity

IBS bulletin

handbooks (in the future)

regional activities

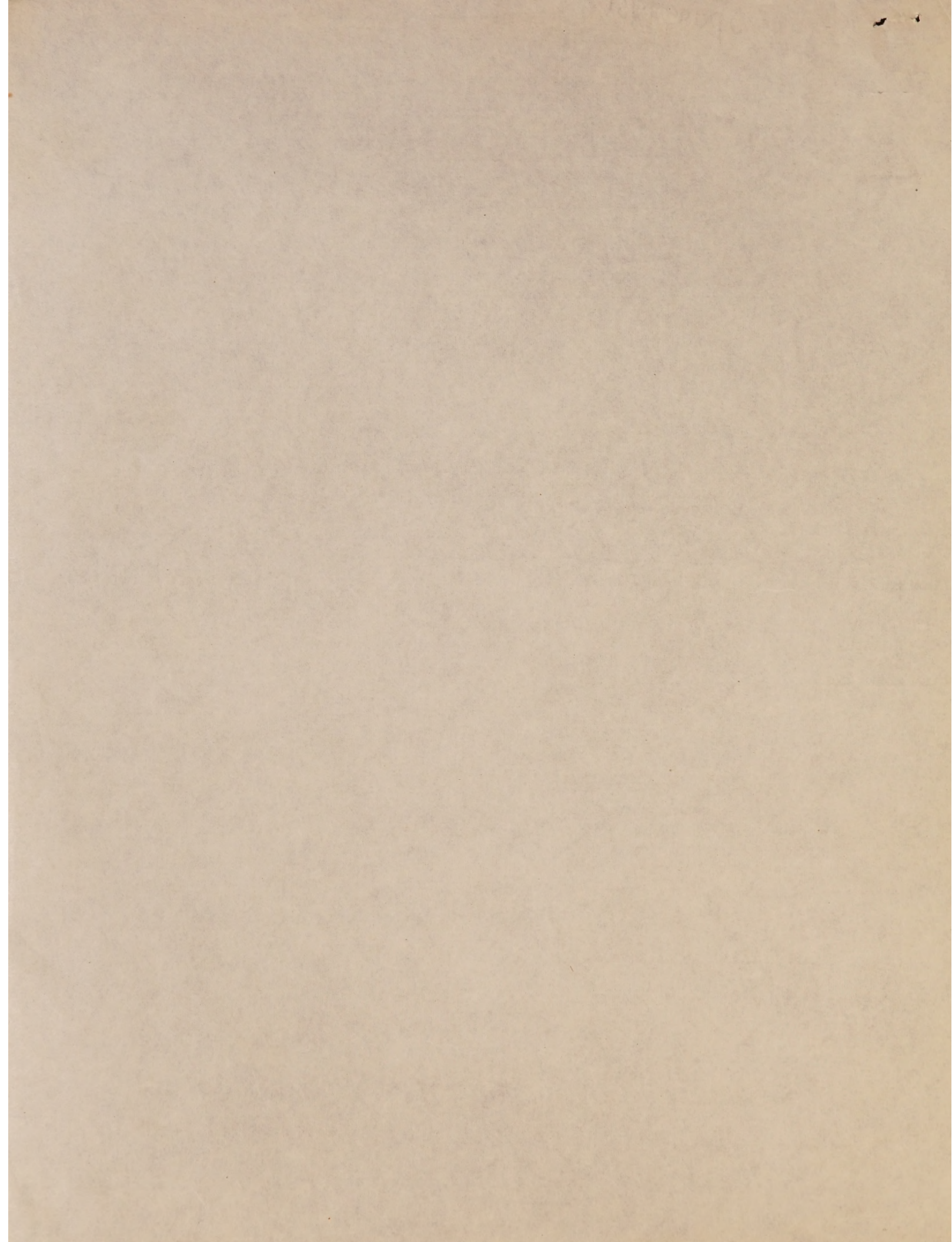
put in personal efforts as well as dues (\$40.00)

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Regional IBS Meeting

regional paper - by Jan 5 - Columbia (February) send
 by Feb. 5 - Haverford (March)
 by Mar. 5 - Penn State (April)
 by April 5 - Swarthmore (May)

one letter to each station + IBS head office



• at WRTT

IBS REGIONAL #3.

WHRC

"This is Phila." - local characters (and editorial)

"Okay Dokey" - quiz show - panel of 2 groups, 1 moderator
syllabification - mits

Candid Microphone - round metal behind mike (or tin foil)
to cut out background noise

intercollege switch

musical "Star of the Week"

writing before announcing

one meeting out.

class annies. ~~all~~

write as you talk.

Script Exchange Dept, Fed. Educ. Com., Washington, D.C.

IBS Scripts - Jacksonville, Ill.

assistants - let them do all the work. (Robert)
never countermand.

SALES

let new men service old accounts

let old men get new advertising

public relations book.

service old accts.

flyers

possibility of sponsor by
MLT

Poll - how

what they want - do not want

commercial

who are listeners and where.

George Eastman

WSPN recordings

hit MGM -

London for classics

Mercury for classics

RCA Victor

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